

I am distressed by  
Sinclair  
Broadcasting's  
decision to require  
that their  
stations air an  
anti-Kerry  
documentary days  
before the election

Since it uses the  
public airwaves free  
of charge, Sinclair  
is obligated by law  
to serve the public  
interest. But what  
we get from large  
companies like them  
is a homogenized  
message that serves  
their own economic  
and marketing  
interests.

Sinclair's actions  
show why we need to  
strengthen media  
ownership rules, not  
weaken them. They  
show why the license  
renewal process  
needs to verify that  
the public interest  
is really being  
served.